tags that are obtained from a context source point prior to capturing of said media content.

67. A method according to claim **65**, wherein said second context recognition data comprise at least first type of context tags that are obtained from a context source after capturing of said media content.

68. A method according to claim **65**, wherein said first and second context recognition data comprise at least first and second types of context tags that are obtained from different context sources.

69. A method according to claim **66**, wherein first type of context tags are obtained at:

at least one time point prior to capturing of said media content;

at least one time point after capturing of said media content; or

at a span prior to capturing of said media content.

70. A method according to claim **66**, wherein first type of context tags are obtained at a span after capturing of said media content.

71. A method according to claim **68**, wherein obtained first and second type of context tags are formed into words.

72. A method according to claim **65**, wherein said media tag is determined:

by choosing the most common context tag in said first and second context recognition data;

by choosing the context tag from first and second context recognition data that is obtained from context source at the time point that is closest to the time point of capturing of said media content;

on the basis of weighting of context tags; or

on the basis of telescopic tagging

73. A method according to claim **72**, wherein said weighting is done by assigning a weight for a context tag on the basis of distance of a time point of obtaining said context tag from the time point of capturing of said media content.

74. An apparatus comprising at least one processor, at least one memory including computer program code for one or more program units, the at least one memory and the computer program code configured to, with the processor, cause the apparatus to perform at least the following:

obtain first context recognition data and second context recognition data, wherein said first context recognition data and said second context recognition data relate to a media content, and wherein said first context recognition data is formed prior to a time point of capturing of said media content and said second context recognition data is formed after the time point of capturing of said media content;

determine a media tag on the basis of at least said first context recognition data and said second context recognition data; and

associate said media tag with said media content.

75. An apparatus according to claim **74**, wherein said first context recognition data comprise at least first type of context tags that are obtained from a context source point prior to capturing of said media content.

76. An apparatus according to claim **74**, wherein said second context recognition data comprise at least first type of context tags that are obtained from a context source after capturing of said media content.

77. An apparatus according to claim **74**, wherein said first and second context recognition data comprise at least first and second types of context tags that are obtained from different context sources.

78. An apparatus according to claim **75**, wherein first type of context tags are obtained at:

at least one time point prior to capturing of said media content;

at least one time point after capturing of said media content; or

a span prior to capturing of said media content.

79. An apparatus according to claim **75**, wherein first type of context tags are obtained at a span after capturing of said media content.

80. An apparatus according to claim **77**, wherein obtained first and second type of context tags are formed into words.

81. An apparatus according to claim **74**, wherein said media tag is determined:

by choosing the most common context tag in said first and second context recognition;

by choosing the context tag from first and second context recognition data that is obtained from context source at the time point that is closest to the time point of capturing of said media content;

on the basis of weighting of context tags; or

on the basis of telescopic tagging.

82. An apparatus according to claim **81**, wherein said weighting is done by assigning a weight for a context tag on the basis of distance of a time point of obtaining said context tag from the time point of capturing of said media content.

83. A computer program comprising one or more instructions which, when executed by one or more processors, cause an apparatus to perform:

obtain a first context recognition data and a second context recognition data, wherein said first context recognition data and said second context recognition data relate to a media content, and wherein said first context recognition data is formed prior to a time point of capturing of said media content and said second context recognition data is formed after the time point of capturing of said media content;

determine a media tag on the basis of at least said first context recognition data and said second context recognition data; and

associate said media tag with said media content.

84. A computer program according to claim **83**, wherein said first context recognition data comprise at least first type of context tags that are obtained from a context source point prior to capturing of said media content.

85. A computer program according to claim **84**, wherein said second context recognition data comprise at least first type of context tags that are obtained from a context source after capturing of said media content.

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